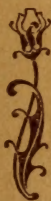



*The
Canadian
Handicrafts
Guild*



Incorporated by
Dominion Act of Parliament
1906

S ALMOST the first need felt by the new settler in any country is for some pleasant safeguard against the loneliness of his leisure hours, the Canadian Handicrafts Guild, which, in this Dominion, has been organized and equipped for the special purpose of turning spare time, (so often badly or sadly spent) into joy and revenue for all who are willing to avail themselves of its appeal, is most eager to introduce itself to all dwellers in Canada, new or old: but particularly to those whose rural homes present the best opportunity for the exercise of its well-defined philanthropy.

What Is the Canadian Handicrafts Guild?

The Canadian Handicrafts Guild, with headquarters at 1240 St. Catherine St., West, Montreal, is a voluntary association of ladies and gentlemen, under Vice-regal patronage, and directed by committees, of prominent persons, which was incorporated by Act of Parliament in 1906, following the discovery made in 1900, by a small group of interested and enterprising ladies resident in Montreal, that Canada was not doing all that might be done, to preserve its own cottage-industries and to encourage and assimilate the varied and beautiful crafts, which new-comers were bringing in from countries world-famed for a proficiency in the manual arts.

In a spirit therefore of national and social duty, the new organization set out to explore the whole Handicraft field in Canada with a view to discovering, preserving, exhibiting,

improving, selling and purchasing the products of any man, woman, or child, who had sufficient taste and ability to design or fashion—or to be taught to design or fashion—useful things beautifully, with their own hands. Technical and artistic standards were set to which all workers should have to conform, more or less rigidly, and a depôt was opened in Montreal, where all suitable articles made in Canadian homes, might be sent for Exhibition or Sale.

Profits

The Guild's Charter requires that no personal profit shall accrue to any of its members from services rendered to the Guild. Consequently, all fees, donations, and other emoluments which appear in its audited yearly financial statement, are available for the functioning expenses of the Organization, which, at present, is distributing an average of \$70,000 per year amongst workers in all parts of the Dominion. This item, is capable of an indefinite increase according as newcomers may avail themselves of the opportunities the Guild presents of pleasant and distinguished remuneration.


Procedure

The Guild asks, Can you design, weave, carve, sew, embroider, knit, crochet, make baskets, bead, leather, or metal work, pottery, yace, rugs, furniture, etc., tastefully and well? If so, it wants to enroll you amongst its workers or Exhibitors, and to encourage you to use and develop those talents for your own

personal benefit; for the benefit of others, and for the credit of our dear Dominion.

As most of the European settlers in Canada come from countries where beautiful home-crafts are a national tradition and distinction, the Canadian Handicrafts Guild is eager to give every support and offer every inducement to the sentiment and aptitudes such immigrants may bring with them. It therefore most earnestly solicits the co-operation of all Consuls, clergymen, newspapers, local organizations and representatives of every sort in urging members of new settlements in Canada, in town, or country, to apply themselves seriously to the task of reproducing in their new homes all those domestic crafts with which they may have a hereditary familiarity. Reflecting people everywhere are realizing now, the importance of keeping such industries alive and prosperous, and of training each new generation to pass on the precious inheritance to the next. Therefore, the Canadian Handicrafts Guild has undertaken to do all the work entailed in the exhibiting, and marketing of all such articles received and approved by it; it also organizes lectures; and besides taking part in numerous Exhibitions at County fairs throughout Canada, it holds in October of each year, an important and widely-known one of its own at the Art Gallery, Montreal, where substantial prizes are awarded, and a lucrative market found for the work displayed.

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no political, religious, or racial interests to serve. Its sole object is to conserve, improve, and remunerate an irreplaceable national inheritance:: For self-expression, for diversion, for the protection of the individual and the home against their worst enemy, the Guild recognizes Handicrafts as one of the first of a nation's assets, and is doing its utmost to create a public opinion that will make this task easier and its burdens lighter. Full information, with instructive literature, prize-lists, etc., can always be had by applying by letter to the Guild's Secretary, 1240 St. Catherine Street, West, Montreal, P. Q., or through Agencies, whose address will be promptly supplied on request, to interested local inquirers.



The EDITH *and* LORNE PIERCE
COLLECTION *of* CANADIANA

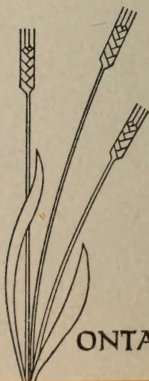


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